

# ThisIsHipHopHQ

Bridging the gap between Artists and their fans!

ISSUE #1



ARTIST OF THE WEEK SEE PAGE 6

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#### DIDDY'S DARK SIDE EXPOSED SHOCKING NEW CLAIMS ROCK MUSIC ICON



Rolling Stone's in-depth investigation exposes a disturbing pattern of violence and sexual harassment allegations against Diddy, tracing back to his Howard University days in the late 1980s. The report, based on interviews with over 50 individuals connected to Diddy, recounts several troubling incidents. One involves Diddy allegedly using a belt to strike a woman, causing significant harm. Another details an altercation at L.A. Reid's wedding in 2000, where Diddy reportedly assaulted Shakir Stewart, leading to Stewart's tragic suicide in

Further accusations include an assault on a woman in Bad Boy's offices in 1994 and sexual harassment claims by a graphic designer in 2001. Diddy's relationships with other rappers, notably his jealousy towards The Notorious B.I.G.'s friendship with 2Pac, are also explored. According to sources, Diddy attempted to bond with 2Pac, but the latter viewed him as a "corny executive" and lacked respect for him.

The report sheds light on Diddy's contentious reputation within the music industry, with claims of disapproval at Bad Boy and Uptown Records, where he was allegedly nicknamed "massa" by former signee Ma\$e. Diddy's lawyer refrained from commenting on specific allegations, citing ongoing investigations and litigation.

These revelations compound existing legal troubles for Diddy, including six sexual assault lawsuits and a federal sex trafficking investigation that led to raids on his properties. Recently, CCTV footage of Diddy assaulting ex-girlfriend Cassie in 2016 surfaced online, prompting public backlash and an apology from Diddy.

Overall, the Rolling Stone investigation paints a troubling picture of Diddy's behavior over the years, raising serious questions about accountability and the treatment of women in the music industry.

### EMINEM'S MYSTICAL VANISHING ACT: 'I'M ABOUT TO MAKE MY CAREER DISAPPEAR'



KOE PESHI "DRAWING OUTSIDE THE LINES" WITH HIGH HEELS

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In April, Eminem announced "The Death of Slim Shady (Coup de Grâce)" with a summer release tease. A teaser trailer, styled as a true crime show, dropped after his appearance at the 2024 NFL Draft in Detroit. It discusses Slim Shady's controversial persona. featuring cameos from 50 Cent. The clip suggests Slim Shady's demise due to his controversial lyrics and antics. Eminem concludes with, "I knew it was only a matter of time for Slim' Fans anticipate a May 31 release following earlier teasers.

#### NANCY LOGAN: MULTI-ARTIST TALENTED MAKING WAVES IN HIP-HOP AND BEYOND

Meet Nancy Logan, a versatile talent making waves in the music industry as a hip-hop, R&B/soul singer, author, and Reunionese performer. Her journey began in 2012, gaining recognition on YouTube with the release of her music video "Swag," which quickly garnered attention and acclaim

Nancy's musical influences, including icons like Missy Elliot and Nicki Minaj, have shaped her unique sound, which transcends genres from hiphop to pop, soul, rap, and R&B. In a recent interview, she emphasizes her diverse musical culture and expresses a desire to explore various styles fully.

After taking a hiatus, Nancy returned in 2020 as an independent artist, armed with invaluable experience and a renewed sense of purpose. Her song "Chill" showcases a soulful depth, while "Next" delivers an urban vibe, demonstrating her versatility and evolution as an artist.

Her latest release, "TIMELESS," serves as a selfaffirmation, blending resilience with passionate love. Each track is a heartfelt expression of real emotions, encapsulating themes of love, trust, and hope. Nancy Logan's music resonates with listeners on a

profound level, offering solace and inspiration in turbulent times. Her dedication to her craft and authenticity shine through in every melody, affirming her status as a rising star in the music industry.

Take a moment to immerse yourself in the captivating sounds of Nancy Logan's latest masterpiece, "TIMELESS," and experience the magic for yourself.

#### "Borrow Me Your Baby": A Must-Listen Collaboration by Simi featuring Falz



chemistry. previous successes.

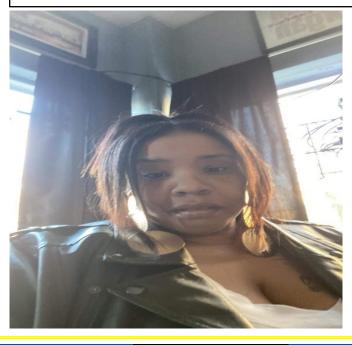
### Viral Sensation: Pre-K Girl's "Gangsta" Pose Shakes the Internet



As shared by WorldStarHipHop, a pre-K girl's unconventional pose for picture day sparks a viral sensation. Social media explodes with reactions. ranging from amusement to debate. The image prompts discussions on parenting, cultural perceptions, and the innocence of childhood. Some praise the girl's confidence, while others question the appropriateness of the pose. Amidst the frenzy, the incident highlights the power of social media in amplifying everyday moments and igniting global conversations. Watch the video here

HOW GROOVER IS TRANSFORMING ARTIST - PR RELATIONSHIP SEE PAGE 4

## Yello Poundkake: Pioneering Female Talent in Rap



In a captivating interview, Yello Poundkake, a rising star in the hip-hop scene, opens up about her journey, challenges, and aspirations. Reflecting on her decade-long career, she shares insights into her experiences as a female artist breaking barriers in a male-dominated industry.

"Since 2008, I've been on this rap journey driven by a passion for storytelling through music," Yello Poundkake reveals. Despite facing obstacles, she remains steadfast, continuously honing her skills and refining her craft.

A pivotal moment in her career came with the opportunity to feature on Styles P from The Lox's new artist mixtape, "Ghost Bars," earning recognition and paying the way for further opportunities.

In 2021, Yello had a memorable encounter with rap titan Jadakiss, solidifying her rising stature in hip-hop circles. Her vision of success extends beyond conventional boundaries; she aims to leave an enduring legacy, inspiring authenticity and self-belief in aspiring artists.

As she prepares for the release of her highly anticipated album and gears up for a battle on July 6th, Yello remains focused on her artistic evolution. With determination and resilience, she pledges to continue pushing boundaries and inspiring others in the rap landscape.

Yello Poundkake's journey serves as a testament to the power of perseverance and passion in pursuing one's dreams, offering inspiration to aspiring artists everywhere.

# "Give you my last" by SticcoDaBoss: A Deep Dive into the Hip Hop Song

SticcoDaBoss, a rising star in the American hip-hop scene, introduces himself with his standout track "Give you my last." Hailing from the United States, SticcoDaBoss has garnered attention for his unique style and powerful lyrics.

"Give you my last" dives into themes of loyalty, sacrifice, and perseverance, reflecting the artist's personal experiences and emotions. SticcoDaBoss's raw storytelling resonates with fans, offering a glimpse into his introspective world.

With polished beats and seamless transitions, the production quality of "Give you my last" is top-notch. SticcoDaBoss effortlessly rides over the instrumentals, showcasing his skill as a wordsmith and his ability to convey emotion through his lyrics.

Since its release, "Give you my last" has received praise from fans and critics, solidifying SticcoDaBoss's position as a rising star in hip-hop. With its compelling themes and authentic delivery, the track leaves a lasting impression, cementing SticcoDaBoss's place in the hip-hop community.

Watch the video here

Finding Hope Through Music: The Inspiring Journey of Jim Duff



Jim Duff's latest release, "Lift You Up," is a powerful anthem of resilience and gratitude, born from his battle with stage 4 melanoma cancer. Through his music, Jim offers a message of hope and healing, reminding us of the transformative power of song. Experience it at jimduff.com.



# Viral Confession: Woman's Brave Admission Sparks Reflection on Beauty Standards.

A woman's emotional confession has gone viral after being shared on WorldStarHipHop, where she bravely acknowledges accepting her perceived ugliness. In a candid interview, she revealed, "The only person in the world who ever said I was beautiful was my mother." This poignant statement sheds light on the profound impact of societal beauty standards and the lack of affirmation from those around us. The woman's vulnerability highlights the importance of self-love and validation beyond external appearances. Her story serves as a reminder to cherish and uplift one another, recognizing the beauty within each individual regardless of conventional standards. It also sparks conversations about the detrimental effects of unrealistic beauty ideals and the need for greater empathy and acceptance in our communities. As her words resonate with many who struggle with self-esteem, they inspire reflection on the power of kindness and affirmation in shaping perceptions of beauty. Ultimately, her courage in sharing her truth prompts us to rethink the value we place on external beauty and encourages us to celebrate the inherent worth of every individual.

Watch the video here

#### KOE PESHI "DRAWING OUTSIDE THE LINES" WITH HIGH HEELS



Koe Peshi and producer Bless'Em'Bless redefine hip-hop with "High Heels." From the dynamic "Free Dope Vol.1: Carter Exhibit" to captivating visuals, Koe's 2024 plan promises innovation. He's not just an artist; he's a gamechanger in the making.

Watch the video

## "Insecurities" by Felicia Ennis: A Melodic Journey of Self-Discovery



In the bustling world of independent music, Felicia Ennis emerges as a beacon of creativity and authenticity. With heartfelt compositions and a desire to connect, she invites listeners into her musical realm with open arms. Through introspective lyrics and soul-stirring melodies, Felicia confronts universal struggles in songs like "Insecurities," offering empathy and understanding. As she seeks collaborations and opportunities to expand her reach, Felicia embodies the spirit of resilience and collaboration that defines the independent music community. With her voice echoing across borders, Felicia's music serves as a reminder of the transformative power of art to unite us all.

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Unveiling the Raw Emotions: Chansons à Vif's Latest Release "Très Cher Cro-Magnon"



In the dynamic realm of music emerges Chansons à Vif, an artist who dares to break the mold. With their latest single, "Très Cher Cro-Magnon," this enigmatic artist takes listeners on a journey beyond the ordinary. "Très Cher Cro-Magnon" is not just a song; it's an experience. Chansons à Vif's blend of haunting melodies and poignant lyrics creates a captivating sonic landscape. The title hints at the underlying theme of

## Bryan Drilling's Debut Single "Good Dog": A Heartfelt Tribute in Country Style

In the realm of country-style singer/songwriter music, Bryan Drilling's debut single, "Good Dog," emerges as a poignant ode to the enduring bond between man and his faithful companion. Far beyond being just another song, "Good Dog" serves as a touching reflection on the profound connection shared between Drilling and his beloved canine friend, especially during their final moments together.

#### **Drawing Inspiration from Love and Loss:**

The genesis of "Good Dog" lies in the tender moments Bryan Drilling shared with his canine companion during the twilight of their journey, marked by the poignant battle against cancer. With raw emotion and unwavering sincerity, Drilling captures the essence of their relationship, celebrating the steadfast loyalty and companionship that defined their bond.

#### Simplicity and Authenticity:

What distinguishes "Good Dog" is its simplicity and authenticity. The production, characterized by a modest arrangement featuring drums, bass, and acoustic guitar, serves as an understated yet powerful backdrop for Drilling's soulful vocals to take center stage. Each element of the track is meticulously crafted, with Drilling assuming the roles of producer and engineer, underscoring his dedication and passion for his craft.

#### A Journey of Musical Growth:

Throughout the process of recording, mixing, and mastering "Good Dog," Bryan Drilling not only refined his musical skills but also gained invaluable insights into the technical intricacies of music production. His hands-on approach allowed him to experiment and finesse his techniques, culminating in a polished and professional sound that defies his status as a newcomer to the scene.

#### **Connecting Through Emotional Resonance:**

With the release of "Good Dog," Bryan Drilling endeavors to forge deeper connections with audiences, sharing his heartfelt tribute to his canine companion with the world. Beyond merely promoting the track, he seeks to foster meaningful relationships with listeners, inviting them to embark on this emotional journey alongside him.

#### A Commitment to Growth:

As he ventures into this new phase of his musical career, Bryan Drilling eagerly welcomes feedback and constructive criticism from listeners and industry professionals alike. By soliciting reviews, quotes, and advice on various aspects of his artistic process, from songwriting to production, he demonstrates a steadfast commitment to growth and improvement as an artist.

#### A Lasting Impression:

In conclusion, Bryan Drilling's debut single, "Good Dog," stands as a moving testament to the enduring power of love and friendship. With its heartfelt lyrics, soulful vocals, and authentic production, the song is poised to resonate deeply with anyone who has experienced the joy of companionship with a beloved pet. As Drilling continues to chart his musical journey, one thing remains certain—his heartfelt melodies are destined to leave an indelible mark on the hearts of all who listen.

evolution and self-discovery, challenging listeners to confront their innermost thoughts.

What sets Chansons à Vif apart is their fearless approach to creativity. "Très Cher Cro-Magnon" is a testament to their willingness to push the boundaries of conventional music, blending genres and defying expectations with ease.

In their own words, "Tired of bland songs? Let's look for a manager." Chansons à Vif seeks a manager to help navigate the complexities of the industry as they continue to captivate audiences with their electrifying performances and genre-defying sound.

In a world inundated with cookie-cutter pop songs, Chansons à Vif stands out as a beacon of originality and innovation. With "Très Cher Cro-Magnon," they invite listeners to embrace imperfection and revel in the raw, unfiltered emotion of their music.

Unveiling Vulnerability: A Dive into Erwan Bedin's "Ma Kryptonite"

Erwan Bedin's latest single, "Ma Kryptonite," delves deep into the complexities of unrequited love. With heartfelt lyrics and captivating melodies, the song offers a raw exploration of the human condition. Available now on all major streaming platforms.

Watch the song here



# Exploring "Ce monde-là" by anne héliot: A Deep Dive into Hypersensitivity and Artistic Expression

In her third single, "Ce monde-là," Anne Héliot delves into the challenges of existence in a world where one feels out of place. Addressing hypersensitivity, the song sheds light on the struggles of those who perceive the world differently. Through her music, Anne aims to establish herself as both an author and performer, seeking to expand her reach and secure placements on popular playlists.

"Ce monde-là" invites listeners into a realm where sensitivity reigns supreme, offering a glimpse into the inner turmoil of feeling disconnected. The lyrics reflect Anne's personal journey, capturing vulnerability and introspection. By articulating these emotions, she fosters empathy and understanding among those who resonate with her narrative.

Hypersensitivity encompasses heightened emotional responsiveness and sensory awareness, presenting unique challenges and opportunities for creativity. For Anne, music serves as a medium for channeling emotions and connecting with audiences on a deeper level, advocating for inclusivity and self-expression in the cultural landscape. Through "Ce monde-là," she celebrates diversity and encourages listeners to embrace their complexities with courage and authenticity.

Watch the video here

## Sierra Levesque - U ARE MY DRUG



Sierra Levesque, a Canadian musician, debuted in 2023 with "GET OFF MY STAGE." Now, she unveils "U ARE MY DRUG" on May 28, 2024. Her music blends pop and rock, offering catchy melodies and meaningful lyrics.

"U ARE MY DRUG" is Sierra's third release, an upbeat pop/rock track promising infectious melodies. Sierra's high expectations suggest she aims to solidify her status as a rising star. With her talent evident from "GET OFF MY STAGE" to "U ARE MY DRUG," Sierra continues to captivate with catchy tunes and heartfelt lyrics, solidifying her place in the music industry.

## HOW GROOVER IS CHANGING ARTIST - PR RELATIONSHIP



In a world where over 100,000 new songs flood platforms like Spotify daily, standing out as a musician has become an uphill battle. Launchec in October 2018, Groover emerged as a beacon of hope for independen artists seeking to paying the labyrinth of the music industry.

Groover, a pioneering platform, bridges the gap between emerging talents and industry professionals, offering a lifeline to those lost in the sea of submissions. Unlike the typical scenario of sending music into the void and receiving silence in return, Groover ensures that artists' tracks are not only heard but also critiqued and shared by influential curators radio stations and labels

The platform's success lies in its simplicity and effectiveness. Artists or their representatives can directly submit their music to a curated selection of media outlets, radio stations, and labels of their choice for a minimal feet.

Each curator receives a Grooviz, the platform's currency, to listen to a track and provide constructive feedback. This unique system has facilitated over 4.8 million pieces of feedback, resulting in more than 1.9 million shares, including reviews and playlist adds.

With over 2,600 active media outlets, radio stations, and labels currently onboard, Groover has become the go-to platform for musicians looking to gain traction in the industry. What sets Groover apart is not just its impressive statistics but also its tangible impact. Over 200 artists have secured record label deals through the platform, a testament to its efficacy in connecting talent with opportunities.

As the music landscape continues to evolve, Groover remains committed to its mission of empowering artists and democratizing the music promotion process. With its innovative approach and unwavering dedication, Groover is reshaping the future of the music industry, one track at a time

#### Philip Kampff - Sleep on It



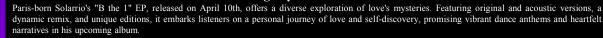
Philip Kampff, an Irish songwriter and producer, has gained attention in the music industry with his distinct sound and independent spirit. With 18 songs released, his music combines pop melodies with a hint of humor, setting him apart.

Kampff's catchy hooks and infectious beats resonate globally, reflecting his refusal to conform. His latest track, "Sleep on It," merges hip hop and country rock, urging contemplation.

The song's production journey adds intrigue, mixed in Nigeria after being produced in Ireland. This cross-continental collaboration highlights Kampff's willingness to explore new horizons.

In conclusion, Philip Kampff's musical evolution knows no bounds, showcasing his versatility and authenticity in blending genres while staying true to his unique style.

#### Parisian-Born Solarrio Takes the World Stage by Storm with Debut Album "B the 1" EP



## **Introducing The Explosive Group The "COCHONNETS"**

From southern France, Cyril and Martial form the dynamic duo "COCHONNETS." Their friendship ignites a creative fusion, blending rock, pop, and electronica. With infectious rhythms and soul-stirring melodies, they inspire artists worldwide to embrace creativity and individuality. Watch the video here

# MUSIC OF THE WEEK



WANT YOUR MUSIC HERE NEXT WEEK!

TO GET YOUR MUSIC ON THIS PAGE, KINDLY SUBMIT YOUR MUSIC TO US ON GROOVER

## Addressing Gang Violence and Promoting Love and Unity Through Non-Profit Work

In the heart of Kalihi/Honolulu, Hawai'i, two dedicated individuals, Jonah Jaxon and Azato, have been making a profound impact on the lives of at-risk teenagers through their non-profit organization. Their focus on the arts, life skills, and personal/spiritual development has been instrumental in providing a beacon of hope for the youth in this inner-city community.

#### The Mission of Jonah Jaxon and Azato's Non-Profit Organization:

Jonah Jaxon and Azato's non-profit organization is a sanctuary for at-risk teenagers who often find themselves navigating the challenges of life in an environment plagued by gang violence and social unrest. By offering programs that emphasize artistic expression, essential life skills, and personal/spiritual growth, they aim to empower these young individuals to rise above their circumstances and realize their full potential.



#### The Heart-Wrenching Reality of Losing Young Friends to the Streets:

One of the most heartbreaking aspects of Jonah Jaxon and Azato's work is the tragic loss of many young friends to the streets. Azato, in particular, has experienced the devastating pain of burying over 40 students who fell victim to the harsh realities of their surroundings. Despite these losses, Azato continues to carry each student's memory in his heart, cherishing them as if they were his own children.

#### A Song That Speaks Volumes: Promoting Love and Unity:

In light of the pervasive gang violence that plagues many city streets, Jonah Jaxon and Azato have channeled their emotions into a powerful song that not only addresses this pressing issue but also speaks to the depths of human connection. The lyrics call upon listeners to reflect on when we will collectively choose love over conflict, unity over division.

#### A Message of Hope and Remembrance:

Through their song, Jonah Jaxon and Azato convey a message of hope for a brighter future while paying tribute to those whose lives were tragically cut short. The song serves as a poignant reminder of the importance of loving one another unconditionally and fostering a sense of community that transcends boundaries.

#### Spreading Love Through Music and Compassion:

Jonah Jaxon and Azato's unwavering dedication to uplifting at-risk teenagers in Kalihi/Honolulu exemplifies the transformative power of compassion and artistry. In a world often marred by violence and discord, their work stands as a testament to the enduring strength of love and unity in overcoming adversity.

Through their non-profit organization and poignant music, Jonah Jaxon and Azato continue to inspire positive change, offering hope and healing to a community in need. Their commitment to empowering youth and promoting love serves as a guiding light, illuminating the path towards a brighter, more compassionate future for all



#### Indy Fontaine - "Moments of My Life"

Cuban singer-songwriter Indy Fontaine debuts her album "Moments Of My Life," showcasing 11 tracks in English and Spanish, exploring themes of love and personal experiences. Fontaine's involvement as an executive producer and songwriter underscores her creative prowess. Standout track "Eres Luz" captures the essence of her musical journey, blending genres seamlessly. Fontaine's sold-out performance in Havana precedes the album's global release, marking a significant milestone in her career and promising more to come from this versatile artist.

#### Unveiling the Emotional Tapestry of "Songs Raw" by Théo Berger and Frédéric Didillon

In the realm of musical expression, "Songs Raw" by Théo Berger and Frédéric Didillon offers a profound exploration of human emotion. Through meticulously crafted compositions, the project delves into life's complexities, blurring boundaries between music and emotion. "I AM," a standout track, exemplifies this ethos, inviting listeners on a journey of self-discovery.

Watch the video here

## Eminem's 'Houdini' Sample Sparks Excitement from Steve Miller As A Musical Wizardry Is Unveiled!



Eminem's latest track "Houdini" samples Steve Miller Band's "Abracadabra," earning praise from the rock icon. Miller thanked Eminem for honoring the musical legacy. However, controversy arises as Eminem takes lyrical jabs at Megan Thee Stallion and R. Kelly, drawing criticism from fans. The song also tackles issues like cancel culture and gender identity, showcasing Eminem's penchant for provocative lyrics. Despite the mixed reactions, the track highlights Eminem's ongoing influence in the music industry.

### Kendrick Lamar's Viral Diss Track 'Not Like Us' Sparks Dazzling Tribute Performance

Kendrick Lamar's scathing Drake diss track, "Not Like Us," has ignited a social media storm, with a viral video showcasing a mesmerizing dance tribute. The captivating clip features a dancer showcasing her impeccable moves to Lamar's recent hit, drawing cheers from enthralled onlookers.



Meanwhile, Lamar's recent streaming success has rivaled Drake's Spotify stats, marking a significant milestone in their ongoing musical rivalry. With new collaborations in the works and Lamar's continued dominance on the charts, the rap world eagerly awaits his next move.

### Lil Baby Teases New Collaboration with Sexyy Red as Wrestler Makes WWE Debut

Atlanta rapper Lil Baby teased fans with a snippet of an unreleased track featuring Sexyy Red, hinting at a follow-up collaboration. Meanwhile, Sexyy Red, known for her recent WWE debut, made waves on NXT, showcasing her twerking skills and hosting the upcoming Battleground event. With both artists branching out into new ventures, fans eagerly await their upcoming releases.

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ThisIsHipHopHQ Magazine

CLAIMS OF RACIAL BIAS II ARREST



Nicki Minaj's assertion of racial bias in her recent arrest has been rebutted by the Dutch police. Reports from NOS and the BBC indicate that the arrest was routine, stemming from the discovery of drugs in her luggage. Despite Minaj's allegations, authorities maintain their adherence to protocol and professionalism in the matter. The rapper, detained in Amsterdam, expressed frustration over the incident, suggesting racial motivations. However, police statements affirm impartial treatment, irrespective of fame or race, emphasizing the standard procedure followed during her arrest and subsequent release.

## ARTIST OF THE WEEK



November 30, 2023, is a testament to his dedication to his craft.

Available for streaming on Audiomack and for purchase on Selar, Squiz da Trigg's album showcases his evolution as an artist. One standout track, "Priceless," recently received the visual treatment with an official music video featuring collaborations with prominent emcees.

Directed by Seraph and Squiz da Trigg, the video, shot by Front Pace Media, offers a visual feast complementing the lyrical prowess of Squiz da Trigg and his collaborators.

Squiz da Trigg's journey in the hip-hop realm has not gone unnoticed, as he has garnered accolades and recognition for his contributions to the genre. His commitment to his artistry shines through in his projects, videos, and performances, solidifying his position as a formidable force in the hip-hop



With each release, Squiz da Trigg continues to push boundaries and explore new creative horizons, leaving fans eager to witness his next musical endeavor. As he adds to his repertoire of projects and collaborations, Squiz da Trigg remains a beacon of inspiration for aspiring artists and a respected figure in the hip-hop landscape.





#### LOVE BEYOND TRANSACTIONS: SIMI'S JOURNEY OF ENDURING DEVOTION



Simi's unconventional approach to love challenges societal norms, prioritizing mutual growth over monetary transactions. "I never billed my husband for 5 years of dating till we got married," she reveals, symbolizing a bond grounded in shared aspirations and unwavering support. Her philosophy transcends superficial measures, advocating for a love that nurtures partners' success.

"For five years, we had plans and worked towards them," Simi reflects, underscoring their journey's resilience amidst life's challenges. She emphasizes love as an empathetic bond, cautioning against testing it with financial expectations. Instead, she advises choosing a partner for mutual growth, resilient to setbacks.

"If they fail you, the loss is theirs, not yours," Simi asserts, embodying self-assurance and resilience in the face of adversity. She concludes with a poignant reminder to prioritize personal growth while nurturing relationships.

Simi's story serves as a beacon of enduring devotion, illustrating that true love transcends material measures. It flourishes in the fertile ground of mutual support and unwavering commitment, embodying the essence of partnership. In a world often overshadowed by transactional relationships, Simi's journey stands as a testament to the transformative power of love-a love that builds, sustains, and thrives amidst life's uncertainties

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## UNVEILING THE URBAN GROOVE: EXPLORING FRANCE'S DOMINANT RAP SCENE



Red Bull, Tsugi, and the concert production agency Super! collaborated on a survey, with Sacem as a partner, to delve into the current impact of urban music. Unveiled during MaMA in Paris on October 14 and featured in Tsugi magazine, the study sheds light on the dominant presence of rap and other urban genres in the French music landscape. According to the survey, a staggering 78% of 14-24 year-olds listen to French urban music, leading to significant album sales and streaming success.

In 2020, eleven urban artists monopolized the top 20 best-selling records, and streaming platforms like Deezer, YouTube, Apple Music, and Spotify witnessed an overwhelming presence of rap songs in their top charts. The survey also highlights a significant surge in the number of Sacem members and the distribution amounts under the urban category between 2009 and 2019.

Industry professionals, including Narjes Bahhar from Deezer, Matthew Tessier from Warner Chappell, Eric Bellamy from Yuma Productions, and Oumar Samake from SPKTAQLR and Golden Eye Music, provided valuable insights for the study.

Frederic added, "Rap continues to be the most listened-to music in France, or second, just behind pop, depending on the counting methods. It inevitably marks festival line-ups throughout the year." This project aims to capture the emotional depth and societal commentary inherent in urban music, emphasizing a blend of spoken-word lyrics, humor, and irony.

The survey, coupled with expert commentary, offers a comprehensive understanding of the booming urban music scene in France, reflecting its significant cultural and commercial impact.

## MUSIC OPPORTUNITIES OF THE WEEK

- 1. EMOTIONAL ATMOSPHERIC SONGS NEEDED FOR INDIE FILM...
- 2. CONTEMPORARY POP/R&B CROSSOVER SONGS NEEDED...
- 3. LOTS OF MAINSTREAM HIP-HOP SONGS NEEDED...
- 4. LOTS OF ORIGINAL CHRISTMAS SONGS IN ANY GENRE NEEDED...
- 5. <u>LOTS OF EMOTIONALLY UPLIFTING PIANO AND STRING</u> INSTRUMENTALS AND/OR INSTRUMENTAL CUES NEEDED...
- 6. POP/ROCK SONGS NEEDED FOR (UP TO) \$1,000 PLACEMENT...
- 7. POP/FOLK SONGS ARE NEEDED FOR (UP TO) \$1,000 PLACEMENT..

## MUSIC JOBS OF THE WEEK

- 1. **Booking Coordinator**
- 2. Orchestra Personnel Manager
- 3. Chief of Staff
- 4. Senior Learning Designer for Music
- 5. Publishing A&R Manager/Senior Manager
- 6. **Product Manager**
- 7. Sync Licensing Coordinator
- 8. <u>Director, Marketing and Digital Strategy (Electronic Department)</u>
- 9. Department Manager, Technology and Applied Composition
- 10. Coordinator, Music Production

## **ABOUT US**

Welcome to ThisIsHipHopHQ, your ultimate destination for everything hip-hop! Dive into the vibrant world of rap culture, music, and more. Explore the latest news, exclusive interviews, insightful articles, and in-depth analyses. Whether you're a die-hard fan or just getting started, ThisIsHipHopHQ is your go-to source for all things hip-hop. Join us as we celebrate the beats, rhymes, and culture that shape the world of hip-hop today.